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33. A process for enriching products with aromas and/or perfumes, comprising the step of adding encapsulated aromas and/or perfumes to the products, wherein said encapsulated aromas and/or perfumes comprise hydrophilic solid particles which comprises modified cellulose which encases or contains aromas and/or perfumes, said hydrophilic solid particles having reversible gel formation as temperature increases.

34. A process according to Claim 33, wherein said hydrophilic solid particles comprise 1 to 50% by weight of modified cellulose.

35. A process according to Claim 34, wherein wherein said hydrophilic solid particles comprise 2 to 20% by weight of modified cellulose.

36. A process according to Claim 35, wherein said hydrophilic solid particles comprise 5 to 10% by weight of modified cellulose.

37. A process according to Claim 33, wherein said modified cellulose is selected from the group consisting of methyl cellulose, hydroxypropyl cellulose, hydroxypropyl methyl cellulose, ethyl methyl cellulose, ethyl cellulose or mixtures thereof.

38. A process according to Claim 33, wherein said products, during or after addition of the encapsulated aromas and/or perfumes, are heated to temperatures above the flocculation point of the modified cellulose.

39. A process according to Claim 33, wherein said products are selected from the group consisting of food products and consumer articles.

40. A process according to Claim 39, wherein said food products are selected from the group consisting of tea infusion bags, instant sauce powders, prepared sauces, pasteurized drinks, chewing sweets and wafers.

41. A process according to Claim 39, wherein said consumer articles are detergents. --.